

# Missouri Film Commission

## 2011 / 2012 Annual Reports





January 7, 2013

Dear Governor Nixon, President Pro-Tem Robert Mayer, and Speaker Timothy Jones:

The basic goals of the Missouri Film Commission have been to attract film production to our state, assist them where possible and to help build our in-state industry. The re-establishment of the Missouri Film Office under the supervision of the Department of Tourism is a very productive step towards these goals in 2013.

The active support of Director Katie Steele Danner of the Division of Tourism is a welcome breath of fresh air. Her appreciation of the potential of the motion-media industry on the economy of our state is reflected in her enthusiasm for the Film Office's work.

Andrea Sporcic, the new specialist for the Missouri Film Office, brings years of expertise to her position. Any production company that approaches us will be in very good hands.

Additionally, the revitalized Missouri Motion Media Association (MOMMA), under the new leadership of President Joni Tackette, will be an invaluable asset to the Commission and Film Office in the coming year.

That being said, our tax credit program is still a prime means by which we pursue outside production to our state. As an example of the importance of the use of this program, I point to the example of the economic impact of Paramount's "Up in the Air" on the urban St. Louis area and the impact of the independent film "Winter's Bone" on rural Greene and Taney counties. These two productions alone employed over 130 Missourians and spent over \$12,000,000 in our state. Over forty different in-state professions were impacted by these productions: electricians, caterers, drivers, musicians, carpenters, etc.

The Missouri film production tax credit program, with its low cap, is a conservative and safe means of continuing to attract outside revenue to the state and, with the cooperation of the Film Office, Commission and MOMMA, help build our in-state industry in 2013.

Respectfully,

Bill Lennon  
Chair, Missouri Film

## **Film Commission Activity**

### ***Public Members:***

**William Lennon, Chair**

Branson, Missouri

Term Expires: August 13, 2013

**Shawn McClaren**

Leawood, Kansas

Term Expires: August 13, 2008

**James Palumbo**

St. Louis, Missouri

Term Expires: August 13, 2009

**Cindy Sheltmire**

Columbia, Missouri

Term Expires: August 13, 2009

### ***Vacancy***

Meeting in Jefferson City on April 19, 2011

Meeting in Jefferson City with Tele-presence in Kansas City and St. Louis Aug 31, 2011

Meeting in Jefferson City on March 7, 2012

Meeting in Jefferson City on October 15, 2012

## **Film Office Activity**

The Missouri Film Office has been operating under a Memorandum of Understanding between the University of Missouri at Columbia and The Missouri Department of Economic Development (DED) since August of 2005. The physical offices for the staff were moved from the University to DED in August 2008.

The FY2011 state budget allocated \$207,874 for the Missouri Film Office.

The FY2012 state budget yielded a zero dollar allocation for the Missouri Film Office. The Missouri Film Office marketing activities provided by the two (2) FTE staff ceased as of June 30, 2011 when the two (2) FTE positions were eliminated because there was no general revenue funding allocation.

In July 2011, Mike Nichols, Business and Community Services (BCS) Project Manager with DED was assigned to respond to the many inquiries that come in from producers and other industry representatives requesting information on crew and equipment resources, location photos, and permit and procedure instructions. He was also tasked with editing and updating the REEL-Scout database, and other BCS Project Managers were trained to assist. Mike kept a film inquiry log with 101 inquiries from 7/6/11 to 9/24/12. Other BCS Project Managers were advised to keep inquiry of any potential tax credit applications or film projects and refer within their normal new business or retained business operations. Any tax credit application is referred to the Finance Staff of the DED.

The FY2013 General Assembly re-allocated \$100,000 from the Missouri Division of Tourism (MDT) general revenue transfer earmarked for film office activity. The MDT is using allocated budget dollars in an efficient and effective way in order to support the creative media industry in Missouri and stimulate new production work across the state. The REEL-Scout database subscription has been renewed and membership in the Association of Film Commissions International (AFCI) will be renewed.

### ***Legislative Members:***

**Senator Kurt Schaefer (R)**

Missouri State Senator, District 19

Columbia, Missouri

**Senator Robin Wright-Jones (D)**

Missouri State Senator, District 5

St. Louis, Missouri

**Representative Denny Hoskins (R)**

Missouri House of Representatives, District 121

Warrensburg, Missouri

**Representative Stacey Newman (D)**

Missouri State Representative, District 73

St. Louis, Missouri

In October, MDT enlisted Andrea Sporcic to provide her expertise. Missouri Film Office work priorities include refreshing the REEL-Scout database system to organize and publicize crew and support service companies state-wide as well as organize site location photographs. We are also refreshing the Missouri Film Office website and newsletter to communicate to in-state industry representatives and out-of-state key industry decision makers that the Missouri Film Office is active with this renewed commitment to the industry efforts.

**History:**

The Missouri Film Commission office was first established in 1983, a working office within the Division of Tourism, Department of Economic Development. This Commission office was created to attract film, television, video and cable productions to Missouri, and to promote the growth of the film and video production industry within Missouri. In 1998 an appointed state-wide Film Commission Board was established by statute 620.1200, to advise the Director of the Department of Economic Development on the promotion and development of film production and facilities. According to the statute: “The commission shall provide oversight and guidance to the Director of Economic Development in administering the Office of the Missouri Film Commission.”

<http://www.moga.mo.gov/statutes/C600-699/6200001200.HTM>

<http://www.moga.mo.gov/statutes/C600-699/6200001210.HTM>

Missouri is home to at least 29 colleges and universities that offer degree specialties in film studies and/or production skills with more than 75 teaching professionals involved in the instruction.

Missouri film festivals, which typically include screenings of Missouri-made films, bring tourist dollars into the state. Six Missouri cities hold a total of 22 film festivals annually.

**Film Production Tax Incentive Activity**

2011 Tax Incentive 3 applications, 2 projects were allocated film production tax credits.

2012 Tax Incentive 1 pending application for 2013 film project.

**2011 Projects:**

Tax credits were not necessary to draw all production to the state. Some of the notable non-tax credited projects we worked with in 2011 included:

JANUARY	Location
The Missouri Lottery Commercials	Raytown, Pleasant Hill,
Soul Seat Commercials	Macon
CommercialsTrue/False Film Festival	Columbia
Knowledge Tree Films documentary film	Columbia
Banfield Pet Clinics	St. Joseph
	Kansas City
FEBRUARY	
Branit FX/ Film Special effects	Kansas City
Discovery Channel’s “Road Eats”	St. Louis
Michelob Golden Light for Anheuser-Busch.	Kansas City
Sprint/ web spots	Kansas City
Stormont-Vail Hospital Commercial	Kansas City





## MARCH

Orr Street Productions /short film	Fulton
<i>You're Next</i> , feature film	Columbia
Discovery's River Monsters s	Lake of the Ozarks
Maverick Television UK /series on Route 66	St. Louis to Joplin
Plum Pictures- London /series The Mighty Mississippi	St. Louis
Travel Channel's show Man v. Food,	St. Louis



## APRIL

Discovery/ Travel Channel/ reality series Truck Stop thru July	Columbia
Missouri Credit Union. / commercial	Kansas City
Sprint commercial	Kansas City
BBC London/ TV	St. Louis
PBS/ cooking show	St. Louis

## MAY

Coolfire Media/ reality series "Sweetie Pies"	St. Louis
Nestlé's Purina Fancy Feast cat food.commercial	St. Louis
Six Flags' commercial	St. Louis
MTV/ reality series MADE	St. Louis
Blue Cross Blue Shield commercials	Kansas City
Travel Channel's show Off Limits shooting	St. Louis



## JUNE cont.

Discovery Channel	St/ Louis
University of Missouri / feature film	Columbia

## JULY

Downtown productions	Kansas City
Tv segment	Columbia
Lantern Productions/ commercial	St. Louis

## August

NBC/Biggest Loser show	St. Louis
Shadow Box Pictures commercial	St. Louis

## September

Commercial/ City Market	Kansas City
Documantary	Warsaw

## October

Bic Media Music video	Kansas City
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## November

Guthrie Cancer Center commercial	Kansas City
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## December

FilmKrafter/ documentary	Independence, Blue Springs
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## 2012 Projects:

Tax credits were not necessary to draw all production to the state. Some of the notable non-tax credited projects we worked with for 2012 included:

JANUARY	Location
MTV/TV segment	Springfield
TV segment	Squaw Creek Park
February	
TV segment-cabel show	St. Louis
MTV/show MADE	St. Louis
March	
Travel Channel	St. Louis
Little Pond TV	Kansas City
April	
TV commercial	St. Louis
TLC TV	St. Louis
May	
Short film	St. Louis
June	
University of Missouri / feature film	Columbia
July	
HGTV	St. Louis
August	
Sportsman Channel	
CMT	Shellknob
October	
Purina commercial	St. Louis
Civil War educational film	St. Louis area
November	
Apparitional film	Jefferson City
Verizon Commercial	St. Louis
December	
Discovery TV	St. Louis



## Administrative support and data provided by

Boards and Commissions Liaison  
Department of Economic Development  
Sherry L. Anderson  
MO Dept. of Economic Development  
Jefferson City, Missouri

Missouri Film Office Specialist  
Missouri Division of Tourism  
Andrea Sporcic  
Jefferson City, Missouri

Finance Team Incentives Specialist  
Department of Economic Development  
Melody Moncier  
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